

Mt. Vernon

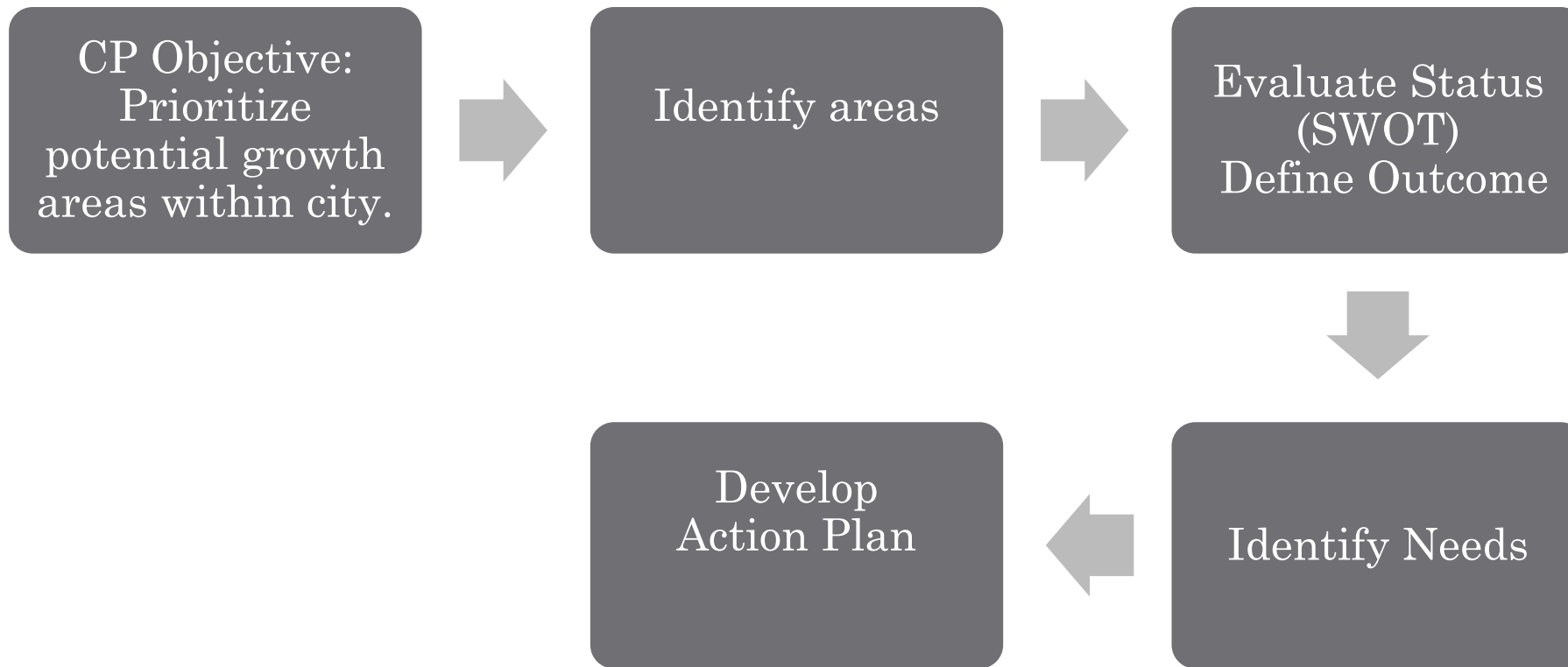
Strategic Planning

Proposed Strategic Planning Process or Steps

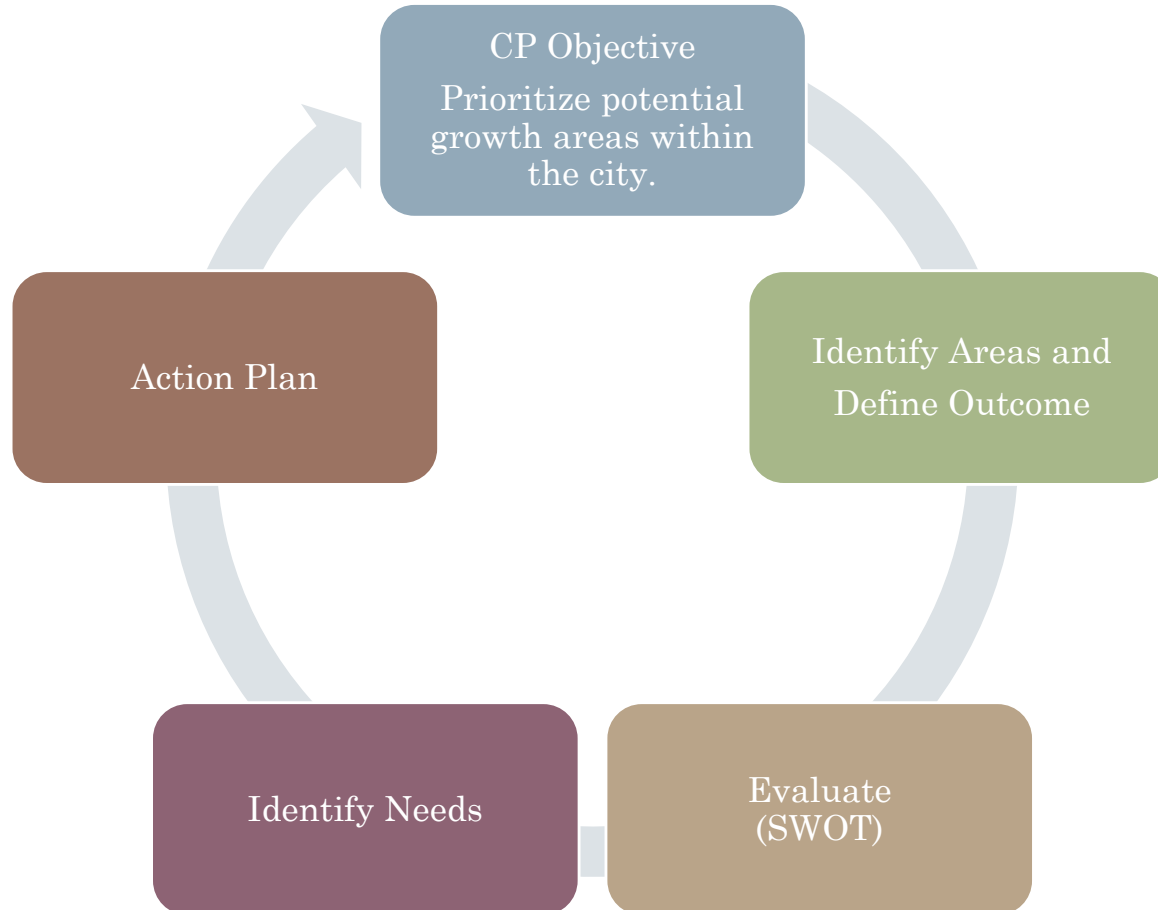
- Review and prioritize 2009 Comprehensive Plan (CP) goals and objectives.
- Identify and prioritize specific CP priority goals and objectives.
- Determine status of goal and objective.
- Select priority objectives for 1 – 2 year action plan.
- Develop action plan with agreed measurable outcomes.
 - Action steps
 - Timelines
 - Resources
 - Responsible parties
- Celebrate accomplishments

COMPREHENSIVE PLAN - GOALS & OBJECTIVES							
		ONGOING	COMPLETED	IN PROCESS	POSSIBILITY	10 YEAR PLAN	EXPLAIN
GOAL 1	Grow in a balance and efficient manner						
Objective 1.1	Establish land use policies that support appropriate enhancement of the Downtown and quality development of the I-30 area, and promote the unique character of each	✓		✓			
Objective 1.2	Encourage "smart growth" principles to help ensure the City's future sustainability	✓		✓			
Objective 1.3	Prioritize potential growth areas within the City	✓		✓			
Objective 1.4	Encourage infill development to take advantage of existing infrastructure and promote effective utilization of existing structures, especially in the Downtown area	✓		✓			
Objective 1.5	Create a zoning district for Downtown which encourages the appropriate mix and types of uses			✓			Live/Work ordinance - zoning

Process Example



Process Example



Process Example: ED Goal and Objectives

- Goal (6): Promote economic development and job creation/attraction
 - Objective (6.2) : Continue to pursue and encourage the establishment of new businesses in Mt. Vernon, thereby creating increased and diversified employment opportunities.
 - Status – non specific and therefore not measurable.
 - Priority Objective: New manufacturing and/or service business on I-30 Corridor
 - Develop Action Plan with agreed measurable objectives:
 - Action Steps:
 - Identify and secure property
 - Identify and establish infrastructure
 - Market – site selection
 - Negotiate
 - Resources
 - Grants
 - EDC
 - Industrial Foundation
 - Responsible Parties
 - City
 - EDC
 - Industrial Foundation

FINANCING ALTERNATIVES BY INFRASTRUCTURE TYPES

• WATER

- Revenue Bonds
- Bank Loans
 - Texas Water Development Board - TWDB
 - Drinking Water State Revolving Fund (DWSRF)
 - D-Fund Loans (Quick 3 to 4 months)
 - State Water Implementation Fund for Texas (SWIFT)
- United States Department of Agriculture Rural Utility Services (USDA RUS) Water and Waste Disposal Loan and Grant Program
 - Texas Community Development Block Grant Program (TxCDBG)
 - Emergence Community Water Assistance Grants
 - USDA Special Evaluation Assistance for Rural Communities (SEARCH Grant)
 - Texas Community Development Program Small Towns Environment Program (TCDP STEP)
- Texas Capital Fund (TCF)

• SEWER

- Revenue Bonds
- Bank Loans
 - Texas Water Development Board - TWDB Clean Water State Revolving Fund (CWSRF)
 - D-Fund Loans (Quick 3 to 4 months)
- United States Department of Agriculture Rural Utility Services (USDA RUS) Water and Waste Disposal Loan and Grant Program
 - Texas Community Development Block Grant Program (TxCDBG)
 - Emergence Community Water Assistance Grants
 - USDA Special Evaluation Assistance for Rural Communities (SEARCH Grant)
 - Texas Community Development Program Small Towns Environment Program (TCDP STEP)
- Texas Capital Fund (TCF)

FINANCING ALTERNATIVES BY INFRASTRUCTURE TYPES

- **STREETS**

- Bonds
- Bank Loans
- United States Department of Agriculture Rural Utility Services (USDA RUS) Texas Community Development Block Grant Program (TxCDBG)
- Texas Capital Fund (TCF)
- Oil & Gas Settlement for Counties

- **PLANNING**

- Texas Community Development Program Planning Grants
- USDA Special Evaluation Assistance for Rural Communities (SEARCH Grant)

- **PARKS**

- Bonds
- Bank Loans
- Texas Parks & Wildlife Department (TPWD)

- **DOWNTOWN REVITALIZATION**

- Bank Loans
- Texas Capital Fund (TCF) Main Street
- Non-Main Street
- Bonds

- **SIDEWALKS**

- Texas Department of Transportation - Transportation Alternatives Set-Aside Program (TxDOT TA)

FINANCING ALTERNATIVES BY INFRASTRUCTURE TYPES

- **FIRE STATIONS**

- United States Department of Agriculture Rural Utility Services (USDA)
- Bonds
- Bank Loans

- **MUNICIPAL BUILDINGS**

- Bonds
- Bank Loans
- Federal Emergency Management Administration (FEMA)
- United States Department of Agriculture Rural Utility Services (USDA RUS)

- **AIRPORTS**

- Federal Aviation Administration Airport Improvement Program Grants (FAA AIP)
- Texas Department of Transportation Aviation Division State Grants (TxDOT AVN)
- Texas Department of Transportation Aviation Division Routine Airport Maintenance Program Grants (TxDOT AVN RAMP) 50/50

City of Mt. Vernon — Strategic Planning Interview Questionnaire

1. What do you love most about Mt. Vernon?
2. When you think about the City's future, what do you envision?
3. What changes do you think are necessary to achieve Mt. Vernon's desired future?
4. What should never change about Mt. Vernon?
5. What would you say are the City's core values as a community?
6. Are there any values that are lacking or are currently being challenged?
7. If you could improve one thing about the City, what would that be?
8. What do you see as Mt. Vernon's top 3 needs that if met would move the City towards its desired future?
9. What do you see as Mt. Vernon's top 3 strengths?
10. What would you say are the City's top 3 weaknesses?
11. Given these strengths and weaknesses, what do you feel are Mt. Vernon's top 3 opportunities?
12. What would you say are the City's top 3 threats?
13. What would you say the City is most known for? And should be known for (if different)?
14. What do you feel are the top 3 action priorities for Mt. Vernon over the next 3 years?

Strategic Plan Citizens Poll

(Winnsboro Example)

- **Winnsboro Comprehensive Plan Citizens Survey**
- The City of Winnsboro has just initiated a comprehensive planning process that will transpire over the next several months. The purpose of this plan is to provide direction for future land use such as parks and recreation, our downtown, housing and retail, various businesses, education and improvements to our infrastructure and utilities. The comprehensive plan will also address how priorities will be established, funded and implemented. Finally, the plan will be designed to address and meet the needs of our community for the next 20-25 years.
- The purpose of the **Winnsboro Comprehensive Plan Citizens Survey** is to seek your input and opinions about what you see as being the most important needs and goals for the City. Once collected, the survey results will then be utilized to help determine the goals and action priorities that should be incorporated in the comprehensive plan.
- The survey is designed to be quick and easy to fill out requiring only a few minutes of your time. Please provide your input since it is the only way we can create a plan that is representative of all of us.
- **We Need the Input of Every Member of Winnsboro's Community!** We know that working together, we can create a great future for our City.

Strategic Plan Citizens Poll

- **Survey Form Instructions:**

In this survey, you will see two types of questions—multiple choice questions and a final short answer question that provides an opportunity to share any additional ideas, thoughts or needs not addressed in the previous questions. (Completing the last question is optional.) There are just 10 questions so it should only take a few minutes.

1. Based on the list below, what do you feel are the primary priorities to enhance Winnsboro's future? (Select your top 3 only.)

- Airport
- Downtown
- Educational
- Hotel
- Housing
- Industrial
- Parks
- Restaurants
- Retail/Shopping

Starting With the End in Mind

- Do we want to use the 2009 Comprehensive Plan as a foundation to build a strategic plan?
- Do we want to commission a new Comprehensive Plan?
- Do we want to involve Key Stakeholders and the public via questionnaires and surveys?
- Who are the key players in the development of plan (City Council, EDC, City Staff, Others)?
- Make these decisions and:
 - Assemble small working groups
 - Begin strategic planning process